

Rep Order# 8863441 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 37381

Printed: 10/22/2012 9:44 AM
Last Received: 10/22/2012 8:25 AM
Showing Buylines: All Lines

1 of 9

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/Senate/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Holiday Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT --

BERKLEY FOR SENATE ***** NONDISCRIMINATION ***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$70,635

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	400A-459A	Buyline Comment: NEWS	:30	\$25.00	10/09-10/12	5	1	5	\$125.00	
	2	M	400A-459A	Buyline Comment: NEWS	:30	\$25.00	10/15-10/15	2	1	2	\$50.00	
	3	TU-F	700A-900A	Buyline Comment: THS MRN	:30	\$165.00	10/09-10/12	10	1	10	\$1,650.00	
	4	M	700A-900A	Buyline Comment: THS MRN	:30	\$165.00	10/15-10/15	3	1	3	\$495.00	
	5	TU-F	500A-600A	Buyline Comment: NEWS	:30	\$185.00	10/09-10/12	11	1	11	\$2,035.00	
	6	M	500A-600A	Buyline Comment: NEWS	:30	\$185.00	10/15-10/15	3	1	3	\$555.00	
	7	TU-F	600A-700A	Buyline Comment: NEWS	:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00	

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Winter Weeks

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Salesperson FAX# 202-872-0264

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	69	F	800P-900P		:30	\$2,100.00	10/12-10/12	1	1	1	\$2,100.00	
				Buyline Comment: NCIS								
	*70	SA	730P-1000P		:30	\$215.00	10/13-10/13	1	1	1	\$215.00	
				Buyline Comment: MOVIE								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	71	SA	1135P-1235A		:30	\$60.00	10/13-10/13	1	1	1	\$60.00	
				Buyline Comment: PRIVATE PRACTICE								
	72	M	400A-459A		:30	\$25.00	10/15-10/15	1	1	1	\$25.00	
				Buyline Comment: NEWS								

—REPORT TOTALS—

Report Totals: 141 / \$70,635.00

—SALES MONTHLY TOTALS—

Oct 12: 141 / \$70,635.00
Sales Totals: 141 / \$70,635.00
Station Totals: 141 / \$70,635.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$235,450	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+

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